

**General Services Administration  
Federal Acquisition Service  
Authorized Federal Acquisition Schedule Price List**

*On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!™, a menu-driven database system. The Internet address for GSA Advantage!™ is: <http://www.gsaadvantage.gov>*

**The Professional Services Schedule (PSS)**

Services offered:
<b>Advertising and Integrated Marketing Solutions (AIMS)</b>

Industry Group: 00CORP

**CONTRACT NUMBER: GS-23F-0072K**

*For more information on ordering from Federal Supply Schedules click here: [For Federal Agency Customers - Ordering From Schedules](#)*

**McNeely Pigott & Fox Public Relations, LLC**  
**611 Commerce Street, Suite 3000**  
**Nashville, TN 37203**  
**Telephone: (615) 259-4000**  
**Fax: (615) 259-4040**  
**[www.mpf.com](http://www.mpf.com)**



**Contract Period: January 4, 2000 – January 3, 2020**

**Business Size / Status: Small**

**Prices shown herein are NET (discount deducted)**

**Pricelist current through Modification #PO-0028 dated June 13, 2016**



**Contract Holder**

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## GENERAL CONTRACT INFORMATION

1a. Table of Awarded Special Item Numbers (SINs): Please refer to [Page #4](#) for a more detailed description

- 541-1 Advertising Services
- 541-2 Public Relations Services
- 541-4A Market Research and Analysis
- 541-4B Video/Film Production
- 541-1000 Other Direct Costs

1b. Lowest Priced Model Number and Lowest Price: Please see our rates beginning on [Page #8](#)

1c. Labor Category Descriptions: Please refer to [Page #8](#)

2. Maximum Order: \$1,000,000.00

3. Minimum Order: \$100.00

4. Geographic Coverage: Domestic Only

5. Point of Production: Nashville, TN

6. Discount from List Price: All Prices Herein are Net (discount deducted)

7. Quantity Discounts: 1% for orders over \$250,000 (does not apply to ODCs)

8. Prompt Payment Terms: 2%, Net 20 Days (does not apply to ODCs).  
Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9a. Government Purchase Card *is* accepted at or below the micro-purchase threshold.

9b. Government Purchase Card *is* accepted above the micro-purchase threshold.

10. Foreign Items: None

11a. Time of Delivery: To be Negotiated with Ordering Agency

11b. Expedited Delivery: To be Negotiated with Ordering Agency

11c. Overnight and 2-Day Delivery: To be Negotiated with Ordering Agency

11d. Urgent Requirement: To be Negotiated with Ordering Agency

12. F.O.B. Point: Destination

13a. Ordering Address: McNeely Pigott & Fox Public Relations, LLC  
611 Commerce Street, Suite 3000  
Nashville, TN 37203

13b. For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment Address: McNeely Pigott & Fox Public Relations, LLC  
611 Commerce Street, Suite 3000  
Nashville, TN 37203

15. Warranty Provision: Not Applicable

## GENERAL CONTRACT INFORMATION (CONTINUED)

- |                                                                                                                                                                                                                                                                                                                      |                                                                                                                           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| 16. Export Packing Charges:                                                                                                                                                                                                                                                                                          | Not Applicable                                                                                                            |
| 17. Terms and conditions of Government Purchase Card Acceptance:                                                                                                                                                                                                                                                     | McNeely Pigott & Fox Public Relations, LLC will accept the government commercial credit card with no additional discount. |
| 18. Terms and conditions of rental, maintenance, and repair:                                                                                                                                                                                                                                                         | Not Applicable                                                                                                            |
| 19. Terms and conditions of installation (if applicable):                                                                                                                                                                                                                                                            | Not Applicable                                                                                                            |
| 20. Terms and conditions of repair parts indicating date of parts, price lists and any discounts from list prices:                                                                                                                                                                                                   | Not Applicable                                                                                                            |
| 20a. Terms and conditions for any other services (if applicable):                                                                                                                                                                                                                                                    | None                                                                                                                      |
| 21. List of service and distribution points (if applicable):                                                                                                                                                                                                                                                         | Not Applicable                                                                                                            |
| 22. List of participating dealers (if applicable):                                                                                                                                                                                                                                                                   | Not Applicable                                                                                                            |
| 23. Preventative maintenance (if applicable)                                                                                                                                                                                                                                                                         | Not Applicable                                                                                                            |
| 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants.):                                                                                                                                                                                    | Not Applicable                                                                                                            |
| 24b. Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location). The EIT standards can be found at:<br><a href="http://www.Section508.gov/">www.Section508.gov/</a> | Not Applicable                                                                                                            |
| 25. Data Universal Number System (DUNS) Number:                                                                                                                                                                                                                                                                      | 183142371                                                                                                                 |
| 26. McNeely Pigott & Fox Public Relations, LLC <i>is</i> registered in the System for Award Management (SAM) Database.                                                                                                                                                                                               |                                                                                                                           |

## **CONTRACT OVERVIEW**

GSA awarded McNeely Pigott & Fox Public Relations, LLC (MP&F) a GSA Federal Acquisition Schedule contract for the Professional Services Schedule (PSS), Contract Number GS-23F-0072K. MP&F's PSS contract was awarded on January 3, 2000. GSA has exercised Option Period 3 from January 4, 2015 – January 3, 2020. The contract allows for the placement of Firm Fixed Price or Time and Materials task orders using the labor categories and ceiling rates defined in the contract.

## **CONTRACT ADMINISTRATOR**

Chad Raphael  
McNeely Pigott & Fox Public Relations, LLC  
611 Commerce Street, Suite 3000  
Nashville, TN 37203  
Telephone: (615) 259-4000  
Fax Number: (615) 259-4040  
Email: [craphael@mpf.com](mailto:craphael@mpf.com)

## **MARKETING AND TECHNICAL POINT OF CONTACT**

Chad Raphael  
McNeely Pigott & Fox Public Relations, LLC  
611 Commerce Street, Suite 3000  
Nashville, TN 37203  
Telephone: (615) 259-4000  
Fax Number: (615) 259-4040  
Email: [craphael@mpf.com](mailto:craphael@mpf.com)

## **CONTRACT USE**

This contract is available for use by all federal government agencies, as a source for Professional Services, specifically Advertising & Integrated Marketing Solutions (AIMS). Executive agencies, other Federal agencies, mixed-ownership Government corporations, and the District of Columbia; government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply may use this contract. Additionally, contractors are encouraged to accept orders received from activities within the Executive Branch of the Federal Government.

## **CAPABILITIES STATEMENT**

Since it was founded by Mark McNeely in 1987, McNeely Pigott & Fox has grown to become one of the largest independent public relations firms in the Southeast and has established itself among the top tier of the nation's public relations firms. We have become nationally recognized for superior creativity, unfailing attention to detail and an inexhaustible work ethic.

MP&F is based in Nashville, Tenn., and has a satellite office in Washington, D.C. We provide total communications and marketing services for a diversified client mix at the local, regional and national levels.

Services offered by MP&F include:

- |                              |                          |                      |
|------------------------------|--------------------------|----------------------|
| • Strategic Planning         | • Public Opinion Surveys | • Graphic Design     |
| • Crisis Communications      | • Research               | • Web Site Design    |
| • Media Relations & Training | • Grassroots Campaigns   | • IT Services        |
| • Government Affairs         | • Marketing              | • Video Production   |
| • Social Media Consulting    | • Advertising            | • Editorial Services |
| • Community Relations        | • Event Planning         |                      |

## **CONTRACT SCOPE**

The contractor shall provide all resources including personnel, management, supplies, services, materials, equipment, facilities and transportation necessary to provide a wide range of professional services as specified in each task order.

The Special Item Numbers (SINs) available under this contract provide services across the full life cycle of a project. When task orders are placed, they must identify the SIN or SINs under which the task is being executed. MP&F has been awarded a contract by GSA to provide services under the following SINs:

- 541-1 Advertising Services
- 541-2 Public Relations Services
- 541-4A Market Research and Analysis
- 541-4B Video / Film Production
- 541-1000 Other Direct Costs

## **SPECIAL ITEM NUMBER (SIN) DESCRIPTIONS**

### ***SIN 541 1 Advertising Services***

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components:

- Advertising objective determination
- Message decision/creation
- Media selection
- Outdoor marketing and media services
- Broadcast media (Radio, TV and Public Service Announcements)
- Direct mail services
- Media planning
- Media placement services
- Advertising evaluation
- Related activities to advertising services

### ***SIN 541 2 Public Relations Services***

Services include, but are not limited to: providing customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as: background materials, press releases, speeches and presentations and press kits. Other related services may fall under the following categories:

- Executing media programs
- Conducting press conferences
- Scheduling broadcast and/or print interviews
- Press, public relations and crisis communications
- Media training: Training of agency personnel to deal with media and media responses
- Media alerts
- Press clipping services
- Related activities to public relations services

### ***SIN 541 4A Market Research and Analysis***

Services include, but are not limited to:

- Customizing strategic marketing plans
- Branding initiatives
- Creating public awareness of products, services, and issues
- Targeting market identification and analysis
- Establishing measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies

- Conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results
- Establishing call centers (in relation to services provided under this schedule)

***SIN 541 4B Video / Film Production***

Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, CD-ROM, DVD and video streaming development. Filming in studios, on location, live shows, or events may also be required.

Examples of services include, but are not limited to:

- Writing
- Directing
- Shooting
- Arranging for talent/animation
- Narration
- Music and sound effects
- Duplication
- Distribution
- Video scoring
- Editing

***SIN 541 1000 Other Direct Costs (ODCs)***

ODCs are expenses other than labor hours – All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include such items such as audio/visual equipment, facility rental, commercial production, media costs, booth space rental, etc.

## INSTRUCTIONS FOR PLACING ORDERS FOR SERVICES BASED ON GSA SCHEDULE HOURLY RATES

GSA provides a streamlined, efficient process for ordering the services you need. GSA has already determined that **McNeely Pigott & Fox Public Relations, LLC** meets the technical requirements and that our prices offered are fair and reasonable. Agencies may use written orders; facsimile orders, credit card orders, blanket purchase agreement orders or individual purchase orders under this contract.

If it is determined that your agency needs an outside source to provide PSS / AIMS services, follow these simple steps:

Orders under the Micro-Purchase Threshold
<ul style="list-style-type: none"> <li>Select the contractor best suited for your needs and place the order.</li> </ul>
Orders in-between the Micro-Purchase Threshold and the Simplified Acquisition Threshold (\$150,000)
<ul style="list-style-type: none"> <li>Prepare a SOW or PWS in accordance with FAR 8.405-2(b).</li> <li>Prepare and send the RFQ (including SOW and evaluation criteria) to at least <b>three</b> GSA Schedule contractors.</li> <li>Evaluate, then make a "Best Value" determination.</li> </ul> <p><b>Note:</b> The ordering activity should request GSA Schedule contractors to submit firm-fixed prices to perform the services identified in the SOW.</p>
Orders over the Simplified Acquisition Threshold (\$150,000)
<ul style="list-style-type: none"> <li>Prepare the RFQ (including the SOW and evaluation criteria) and post on eBuy to afford all Schedule contractors the opportunity to respond, or provide the RFQ to as many Schedule contractors as practicable, consistent with market research, to reasonably ensure that quotes are received from at least <b>three</b> contractors.</li> <li>Seek price reductions.</li> <li>Evaluate all responses and place the order, or establish the BPA with the GSA Schedule contractor that represents the best value (refer to FAR 8.405-2(d)).</li> </ul> <p><b>Note:</b> The ordering activity should request GSA Schedule contractors to submit firm-fixed prices to perform the services identified in the SOW.</p>

### Developing a Statement of Work (SOW)

In the SOW, include the following information:

- Work to be performed,
- Location of work,
- Period of performance;
- Deliverable schedule, and

Special standards and any special requirements, where applicable.

### Preparing a Request for Quote (RFQ)

- Include the SOW and evaluation criteria;
- Request fixed price, ceiling price, or, if not possible, labor hour or time and materials order;
- If preferred, request a performance plan from contractors and information on past experience; and include information on the basis for selection.
- May be posted on GSA's electronic RFQ system, e-Buy

For more information related to ordering services, go to <http://www.gsa.gov/schedules-ordering> and click "Ordering Information". Also see summary guidelines in the [Multiple Award Schedule \(MAS\) Desk Reference Guide, Ordering Procedures.](#)



## BLANKET PURCHASE AGREEMENT

Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider:

- The scope and complexity of the requirement(s);
- The need to periodically compare multiple technical approaches or prices;
- The administrative costs of BPAs; and
- The technical qualifications of the schedule contractor(s).

Establishment of a single BPA, or multiple BPAs, shall be made using the same procedures outlined in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (*e.g.* estimated quantities, work to be performed), delivery locations, and time.

When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs.

Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi-agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.

Ordering from BPAs:

Single BPA. If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.

Multiple BPAs. If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall:

- Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures; and
- Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.

BPAs for hourly rate services. If the BPA is for hourly rate services, the ordering activity shall develop a statement of work for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the statement of work.

Duration of BPAs. BPAs generally should not exceed five years in length, but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.

Review of BPAs:

The ordering activity that established the BPA shall review it at least once a year to determine whether:

- The schedule contract, upon which the BPA was established, is still in effect;
- The BPA still represents the best value (see 8.404(d)); and
- Estimated quantities/amounts have been exceeded and additional price reductions can be obtained.

The ordering activity shall document the results of its review.

## HOURLY RATES FOR SERVICES

Labor Category Title	GSA Price (w/IFF)
Partner	\$256.93
Principal	\$256.93
Vice President	\$192.70
Senior Account Supervisor	\$171.28
Account Supervisor	\$149.87
Senior Account Executive	\$132.75
Account Executive	\$98.49
Assistant Account Executive	\$77.08
Associate Account Executive	\$59.95
Staff Associate	\$51.39
Proofreader	\$51.39
Information Services Director	\$132.75
Senior Art Director	\$132.75
Art Director	\$132.75
Graphics Producer	\$85.64
Other Support Staff	\$42.82

## OTHER DIRECT COSTS (ODCS)

<b>ODC</b>	<b>UNIT OF ISSUE</b>	<b>CEILING RATE</b>
Surveys (Markey Research & Survey Implementation)	Each	\$11,321.78
Communications (Includes copies, faxes, long distance & postage)	Each	\$70,628.92
Classified Ad Buys (Newspaper & Magazine)	Each	\$579,199.46
Broadcast Media Time (Television & Radio)	Each	\$12,090,000.00
Broadcast Media Placement (Television & Radio)	Each	\$1,209,000.00
Speakers' Fees	Each	\$23,725.97
Conference Set-up (Includes materials, supplies & equipment)	Each	\$4,997.20
Production (Pre-Production & Post-Production)	Each	\$604,500.00
Mailing Lists	Each	\$5,258.64
Mail-out Prep/Postage	Each	\$12,452.31
Brochures	Each	\$43,236.86
Postcards	Each	\$5,085.86
Posters	Each	\$3,433.56
Booklets	Each	\$68,416.30